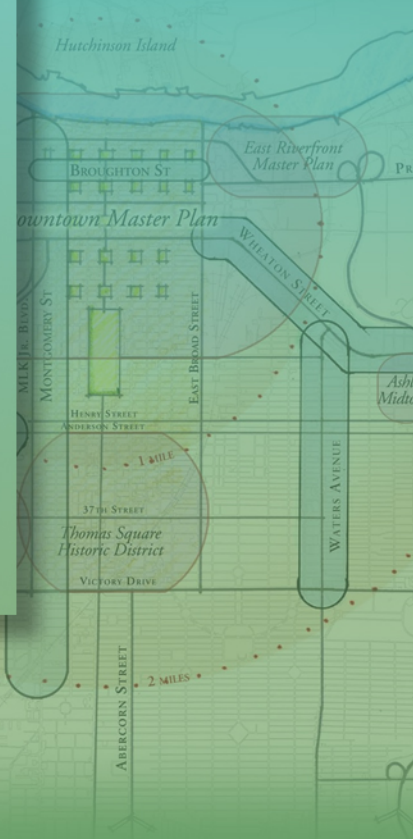


# Downtown Savannah **MASTER PLAN**

**PRESERVING OUR PAST**

*Embracing Our Future*



# Overview of Slides

- Components of a successful Downtown
- Lost Opportunities
- Toward Revitalization
- Addressing Challenges/Opportunities
- Master Plan
  - Purpose
  - Boundaries/Connections
  - Guiding Principles
  - Vision
  - Outreach to date
  - Plan Strategies
- Next Steps

# Components of A Successful Downtown

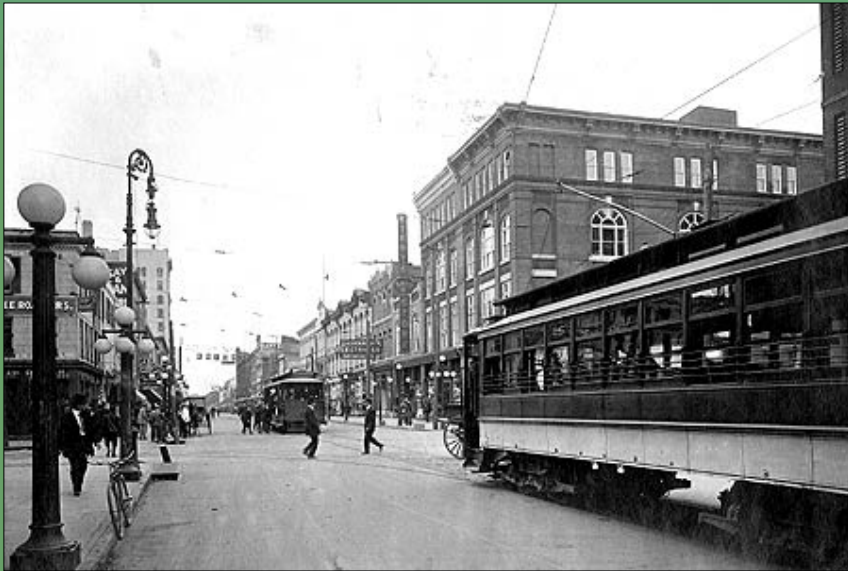
- A Public Space for gathering, meeting & functions
- A Cultural Destination
- A Place to “do business”
- A Neighborhood







# Broughton Street – *Savannah's Commercial Core*



# West Broad Street



Savannah's first  
paved Street...







*A Place to  
"Do Business"*

*A sense of time,  
place, and  
belonging...  
A neighborhood.*



# Lost Opportunities





# Reversing Past Trends



*The "mauling" of  
downtown*



# Toward Revitalization



Before



After

# Toward Revitalization



*The Return of  
Nationals,  
Residential &  
Lodging*



# Toward Revitalization



*Cultural/Social  
Activities were  
encouraged*





## Business Development



# Toward Revitalization





# Toward Revitalization



Ellis Square  
Redevelopment





# Towards Revitalization



Expansion to the East



# Towards Revitalization

- Sustaining, Enhancing and developing programs to improve infrastructure and property



# Addressing Challenges

- Market pressures are reducing the downtown diversity
  - High transient population
    - Students
    - Second home owners
    - Visitors
  - Dramatic price increases are limiting market in areas of:
    - Office development
    - Community serving goods
    - Workforce housing



# Addressing Challenges

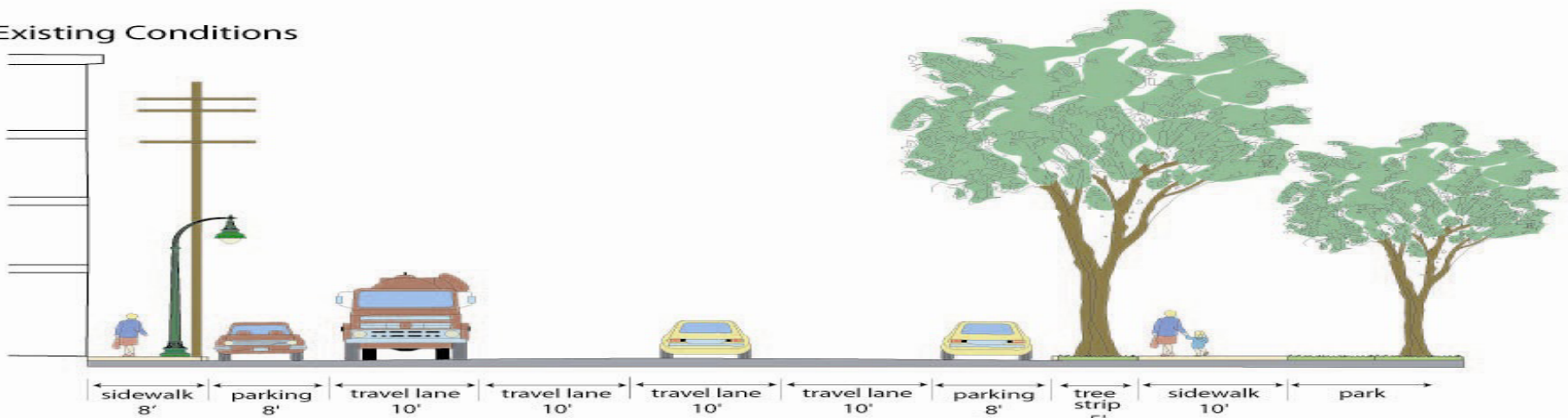
- Strong residential and hotel markets have dramatically increased land values in the downtown core
  - Single family
  - Condominium
  - Strong luxury sub-market
- Price pressures pushing further out from core
  - Beach Institute
  - East of E. Broad & West of MLK
  - South of Gwinnett
- Need to go further south (Victory) to find realistically affordable workforce option

# Addressing Challenges

- Need to balance traffic with the need to maintain & support a “human scale”:
  - Bay Street
  - MLK/Montgomery
  - Drayton/Whitaker
- Expand parking options through enhanced management of existing supply and well-designed strategic additions
- Increase coordination of transit and transportation planning and service operations

## BAY STREET

Existing Conditions



# Needs/Opportunities

- Significant retail opportunities throughout the area:
  - 50,000 SF grocery
  - 110,000 SF community-serving goods
  - 131,000 SF casual dining
  - 123,000 SF apparel
  - 145,000 SF specialty and home furnishings
- Need to add new Class A office space to remain “center” for the region

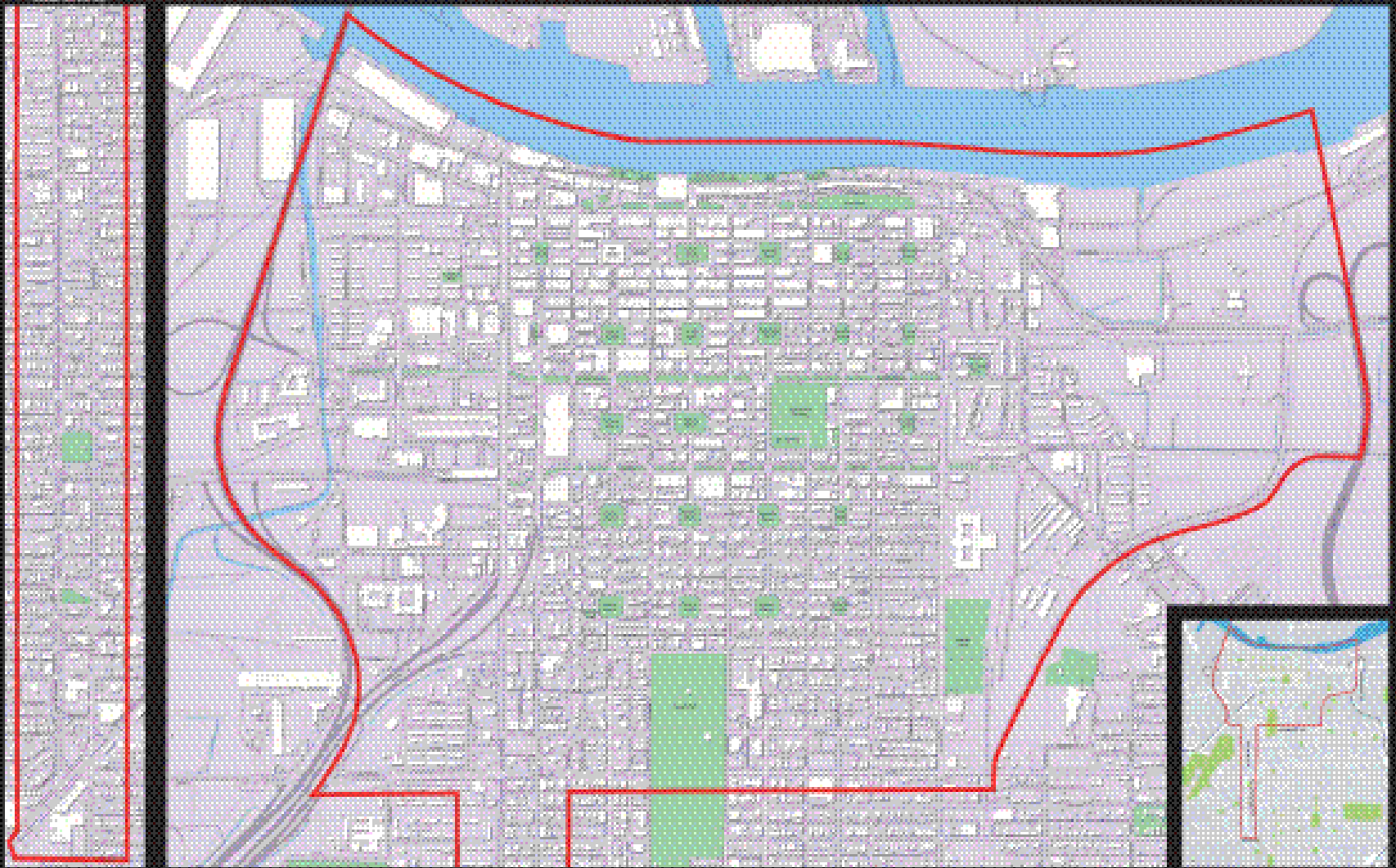


# Plan Purpose

- Establish a common vision
- Retain downtown's role as hub of region that supports healthy city neighborhoods
- Ensure diversified growth
- Knit together prior downtown planning efforts







Master Plan Area



# Framed on Guiding Principles

- Diversify economic opportunity
- Create vibrant, affordable neighborhoods
- Ensure a strong quality of life
- Maximize mobility options
- Retain fundamental elements of the Oglethorpe Plan



# Community VISION

The hub of economic vibrancy for the region, Greater Downtown Savannah maintains its historic and culturally diverse identity while embracing future growth and providing an unparalleled quality of life.









# Outreach To Date

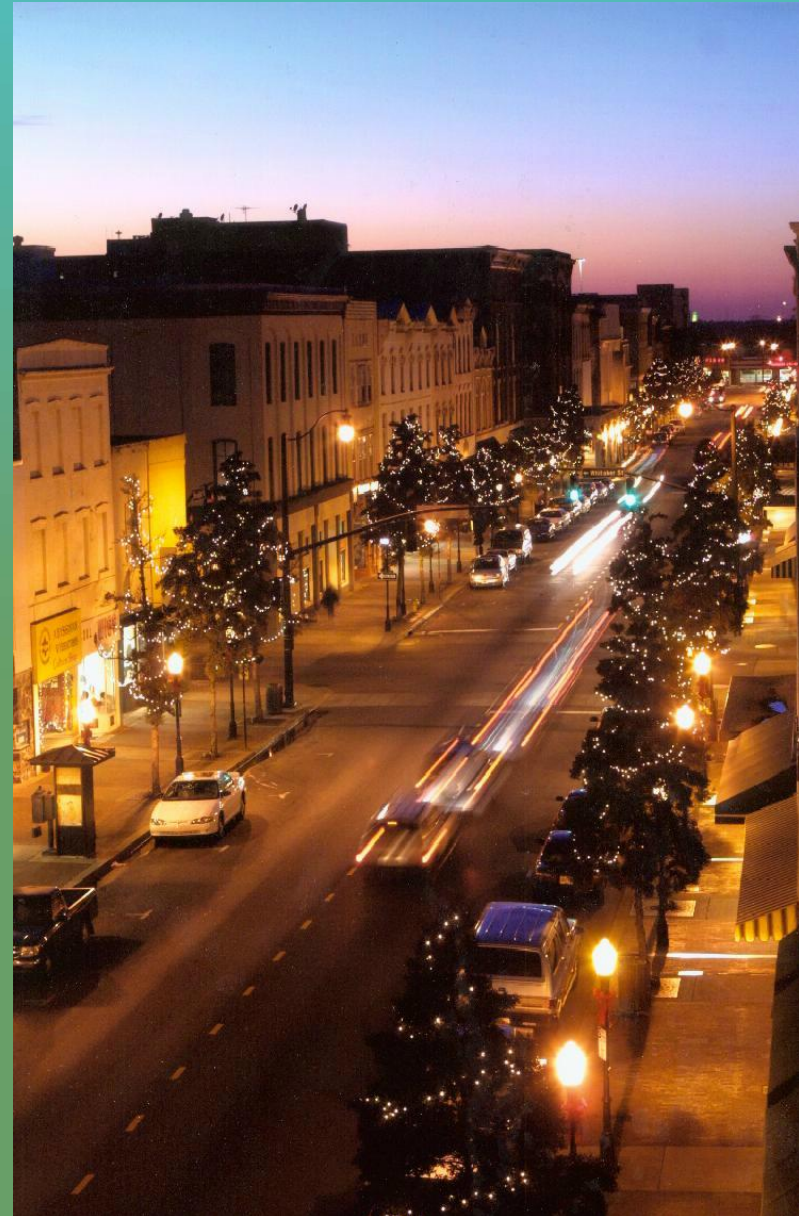
- Steering Committee
- Public Meetings
- Area Leadership Session
- American Institute of Architects-Local Chapter
- Cann Park Neighborhood
- Chatham Area Transit
- City of Savannah
  - Mayor and Aldermen
  - Facilities Maintenance
    - Traffic Engineering
  - Leisure Services
    - Cultural Affairs
    - Civic Center
    - Park and Tree
  - Management/Financial Services
    - Revenue
    - Tourism/Downtown Programs
  - Public Development
    - Economic Development
    - Community Planning/Devel.
    - Parking Services

- Creative Coast
- Downtown Business Owners
- Downtown Neighborhood Association
- Economic Development Service Providers
- Ellis Square Merchants Association
- Faith based community
- Georgia Power
- Georgia Tech/Local
- Historic Savannah Foundation
- Housing providers
- Kiwanias
- Metropolitan Neighborhood Organization
- Metropolitan Planning Commission
- Minority Business Leaders
- MLK/Montgomery Business Association
- Mobility Management Board
- Neighborhood Residents At Work
- Housing Authority of Savannah
- International Trade and Convention Center

- River Street Business/Property Owners
- Savannah Area Chamber/CVB
- SEDA
- Savannah College of Art and Design
- SDRA
- Savannah River Landing
- Savannah Waterfront Association
- Social/Civic Organizations
- Trustee's Garden
- Commercial Realtors Alliance
- Council on Disabilities
- Cuyler Brownsville Neighborhood Association
- Downtown Business Association
- Tourism Leadership Council
- Tourism Advisory Committee

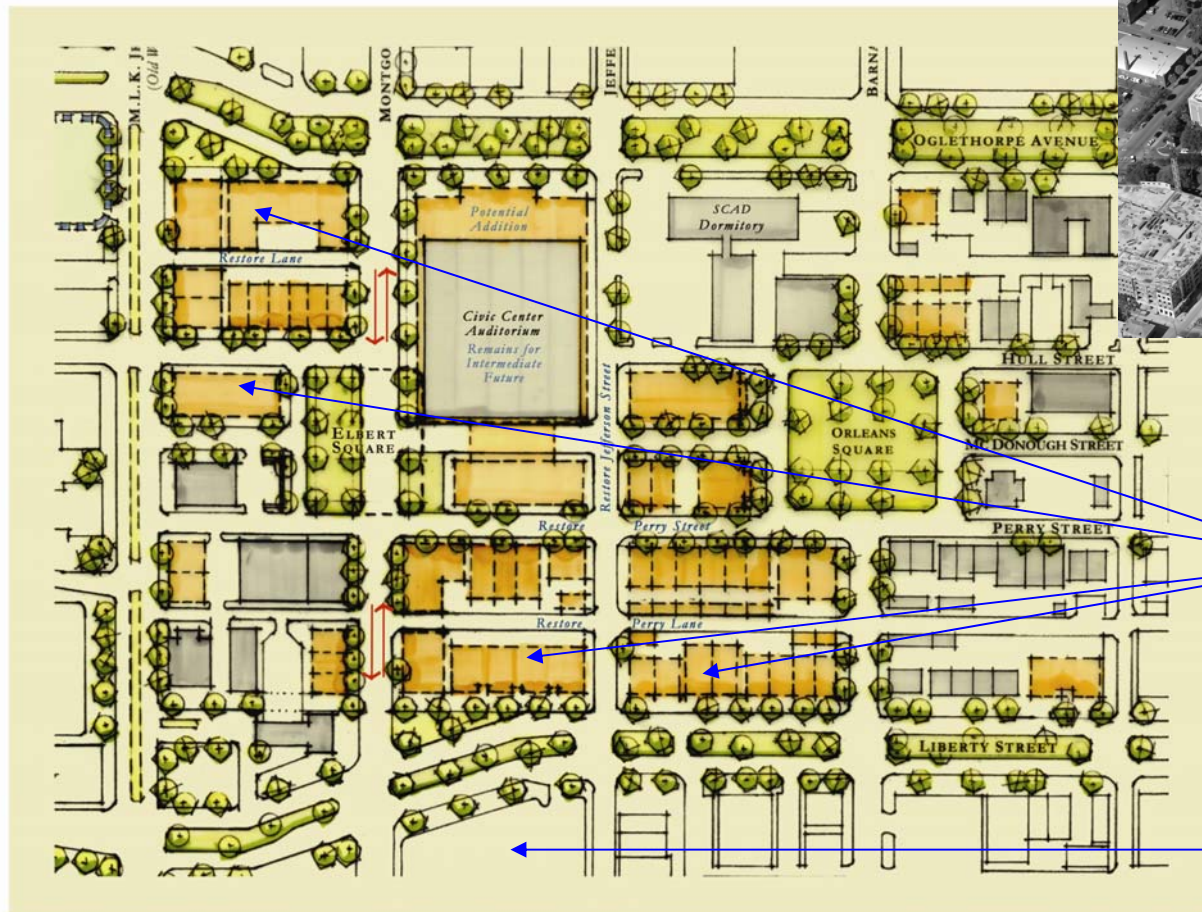
# Economic Opportunity

- Encourage a diversity of compatible uses
  - Mixed Use development
  - Office development
  - Community-serving retail
  - Local entrepreneurial opportunities
  - Cultural amenities





# Economic Opportunity



Mixed use  
development  
opportunities

Liberty Street  
Garage



# Economic Opportunity

## Class A Office Space

- Critical levers
  - Land prices
  - Parking
- More than one answer
  - try multiple options



Example: Potential  
Mixed-use office infill  
opportunities for  
Johnson Square



# Economic Opportunity

## Community-Based Retail

- Expand downtown shops and services that meet residents' needs
  - Provide development bonuses for ground-floor retail uses in targeted areas
  - Require ground floor retail in some instances



Example: Potential infill and redevelopment opportunities for MLK



# Housing & Neighborhoods

- A diverse downtown includes mixed-income housing
- Remove barriers to diverse housing opportunities
- Provide new tools to develop lower-cost housing



**Frazier Homes  
Community Housing**



**Conceptual Infill and  
Street Restoration**



# Housing & Neighborhoods

## Housing Authority Properties

Build on concepts like Sustainable Fellwood to create mixed-use, -income and -age development



# Quality of Life

- Create new economic opportunities
- Minimize public safety and crime concerns
- Take advantage of strong arts and educational resources





# Quality of Life

- Enhance commercial cores & linkages to neighborhoods
- Balance the mix of uses



Example: Potential  
infill and  
redevelopment  
opportunities for  
Broughton

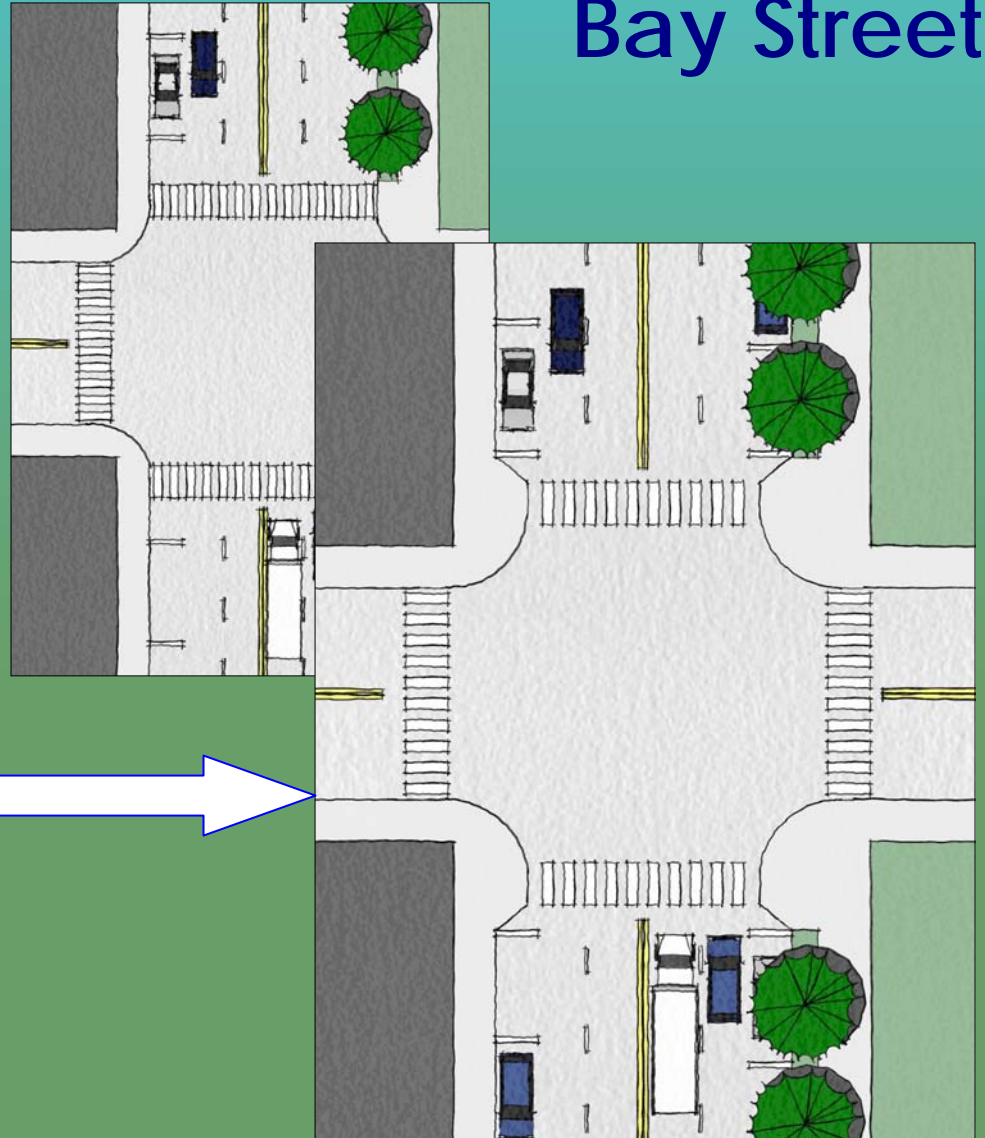




# Maximize Mobility

## Bay Street

- Restrict trucks to center lanes
- Reduce speed limit to 25 mph & time signals to match
- Add bump-outs at major pedestrian crossings
- Impact on motorists is small – less than ½ minute



# Maximize Mobility Parking

- Supply is large but highly utilized
- Provide new alternatives
- Manage supply through pricing, time limits & zoning provisions





# Maximize Mobility

## Transit

- Expand streetcar
  - Savannah River Landing through downtown to Information Center
- “Bus Rapid Transit” from downtown through neighborhoods to the south





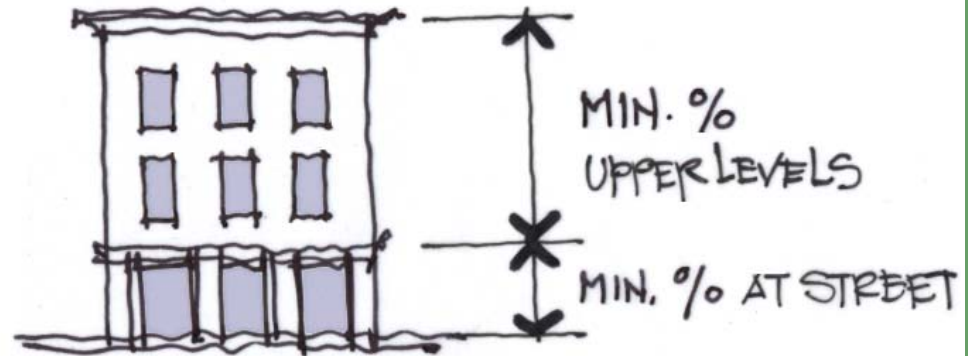
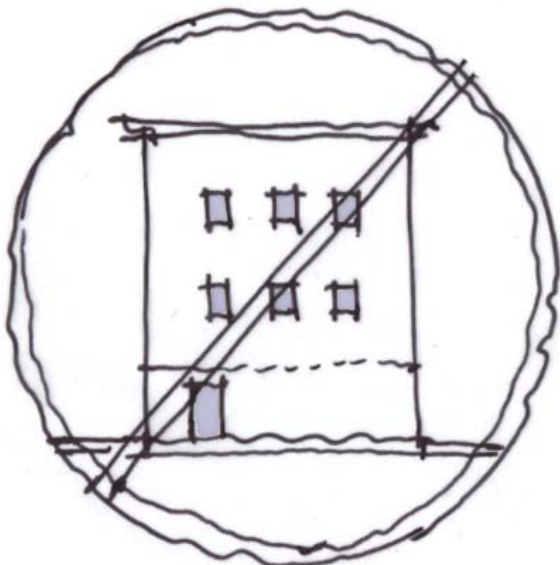
# Maximize Mobility

## Connect Expansion Areas



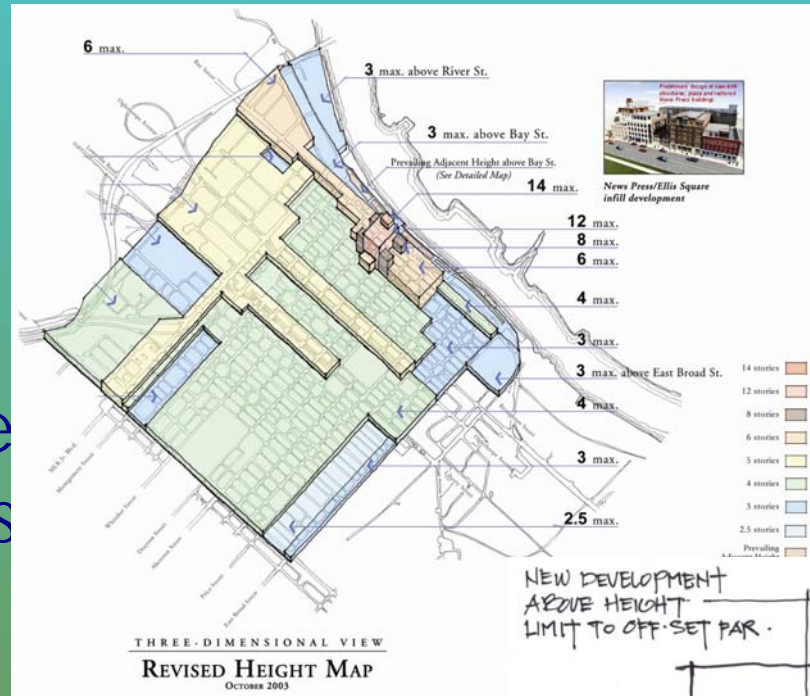
# Zoning & Design

- The design of large scale development
  - Concerns over height, mass and relationship to surrounding development
  - Concern about the balance of uses
- How do we change to encourage:
  - Great design
  - A greater balance of new uses

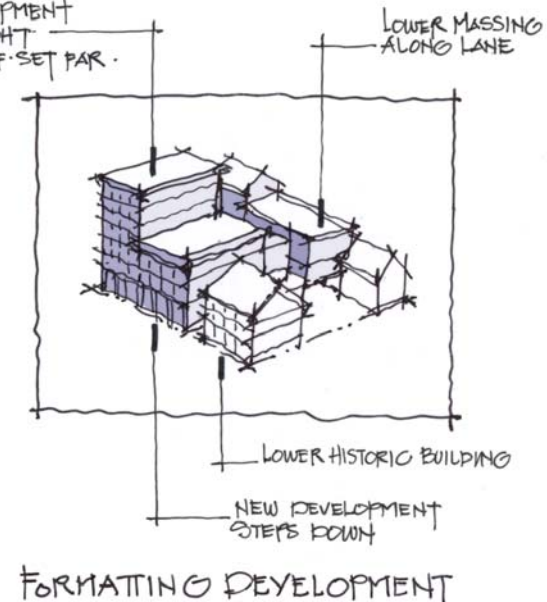


# Balancing Height & Design

- Introduce flexibility to height and lot coverage requirements
- Will require very detailed design standards



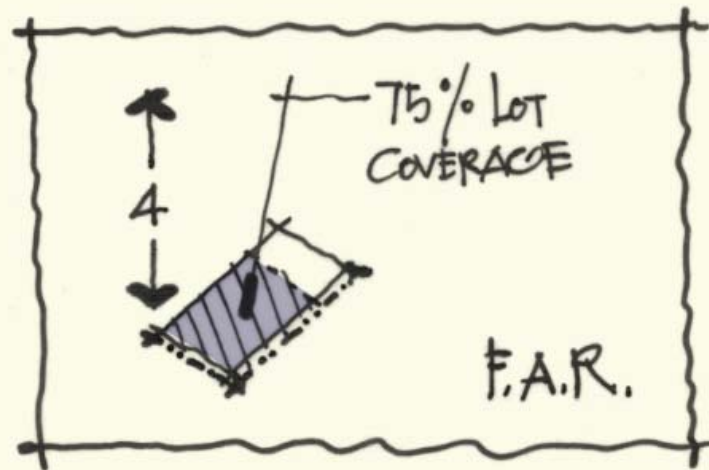
NEW DEVELOPMENT  
ABOVE HEIGHT  
LIMIT TO OFF-SET PAR.





# Balancing Height & Design

## UNDERSTANDING DEVELOPMENT CAPACITY " FLOOR AREA RATIO "



▣ LOT COVERAGE = \_\_\_\_ %

▣ ALLOWABLE HEIGHT = \_\_\_\_ # OF STORIES

▣ LOT COVERAGE X No. OF STORIES = \_\_\_\_ F.A.R.

▣ F.A.R. X LOT AREA = ALLOWABLE SQ. FOOTAGE

# Balancing Height & Design

## Strong Design Standards

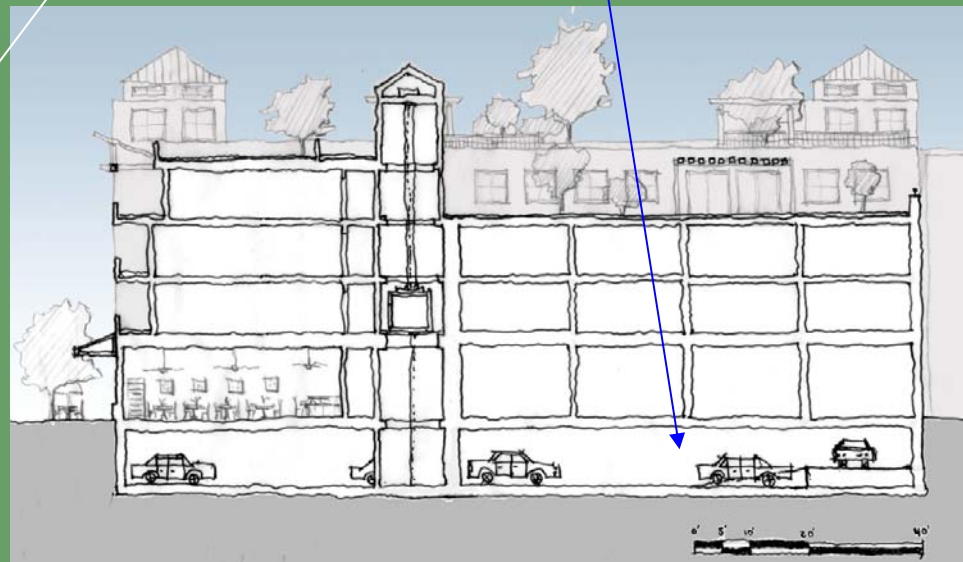
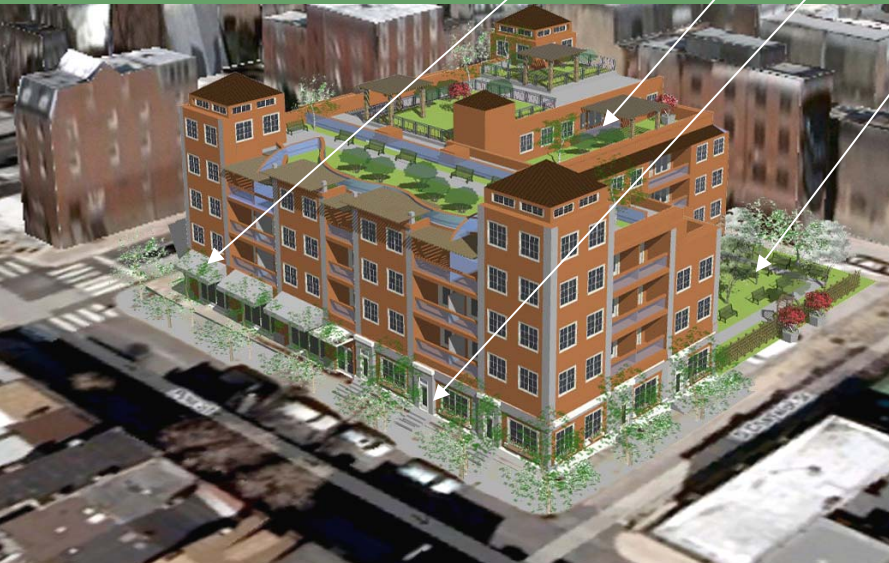
Corner retail use

Balconies and green roofs

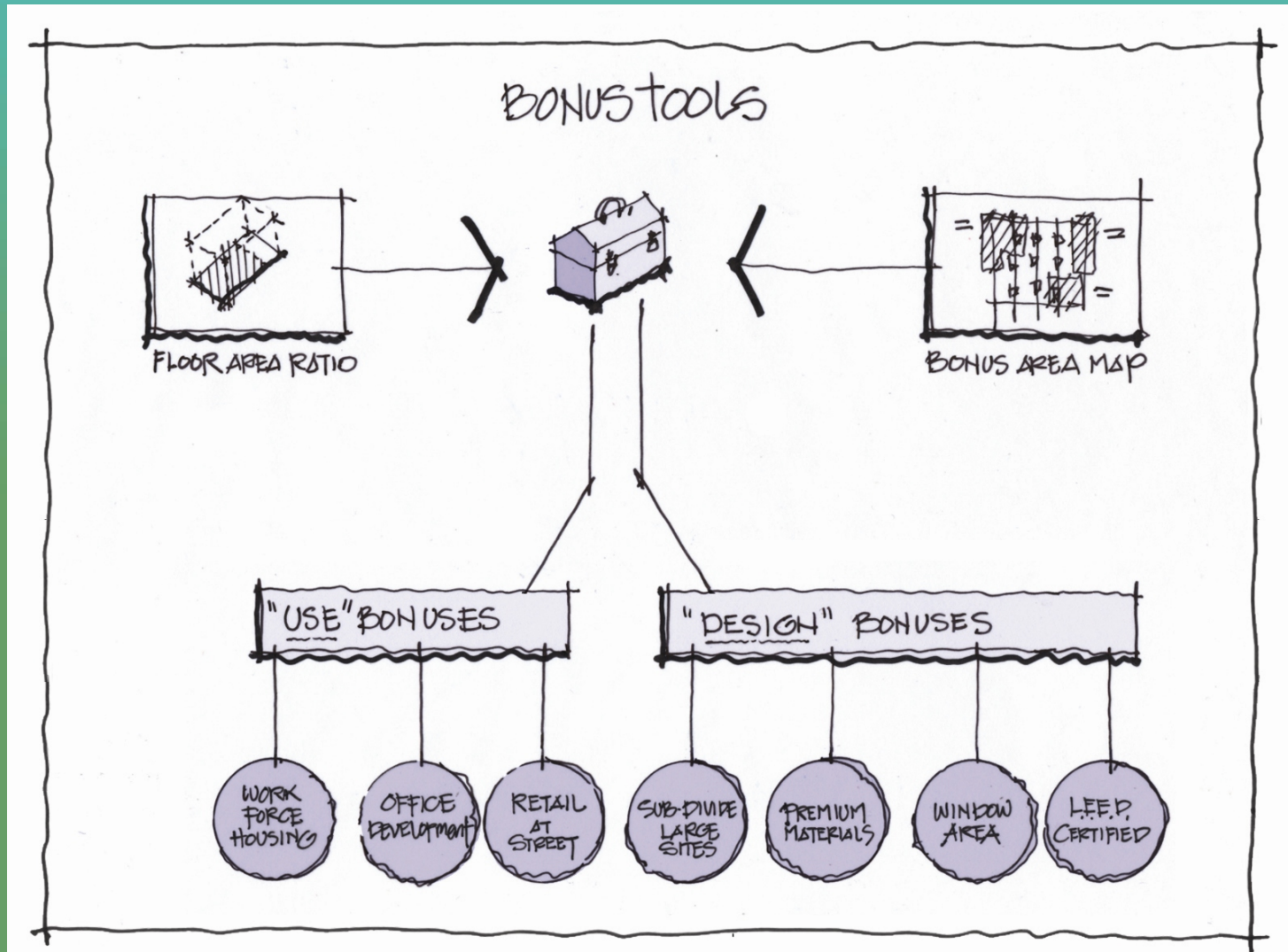
High quality streetscape

Public open space

Underground parking with  
access on alley



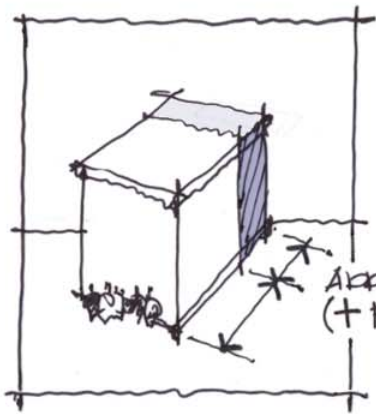
# Balancing Uses & Encouraging Strong Design





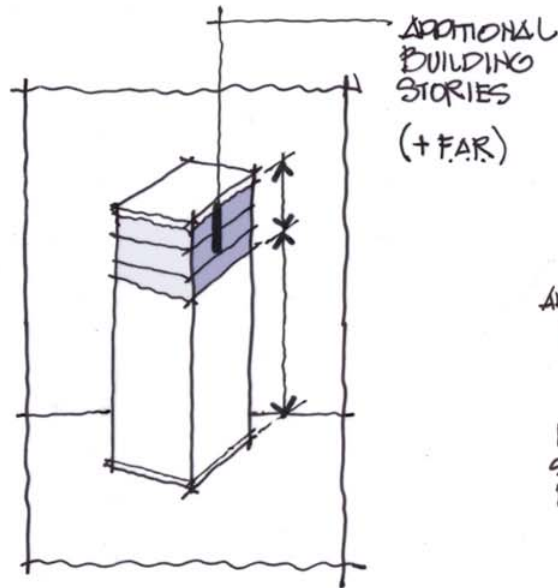
# Balancing Uses

## Development bonuses to encourage desired uses



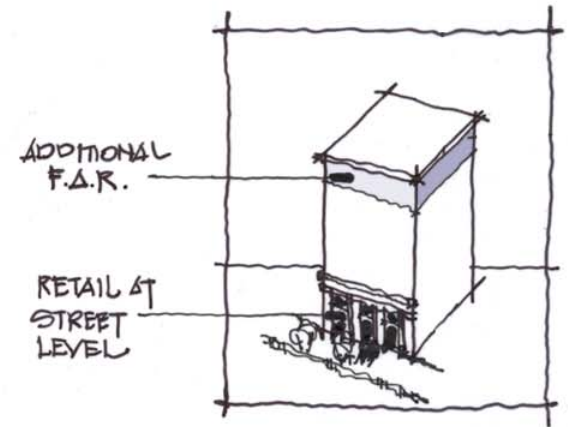
WORKFORCE HOUSING

BONUS: + F.A.R.



GLASS "A" OFFICE DEVELOPMENT

BONUS: + F.A.R.

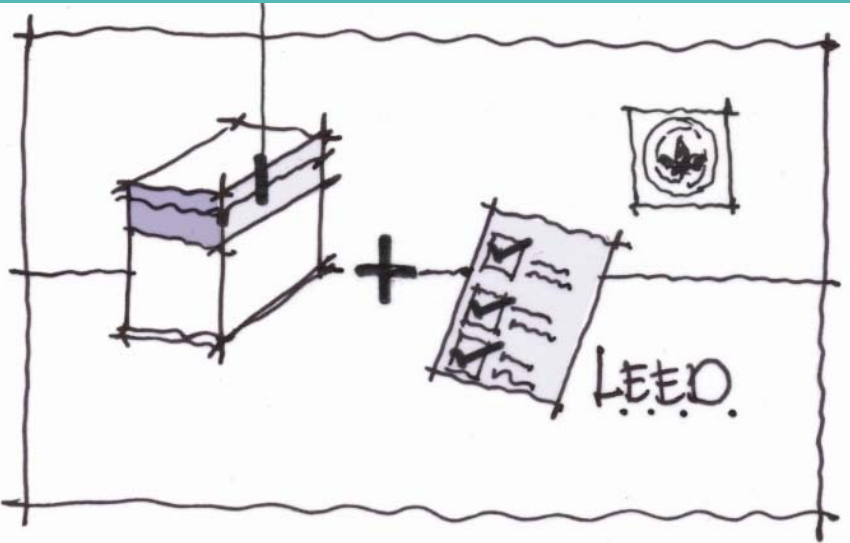


RETAIL AT STREET LEVEL

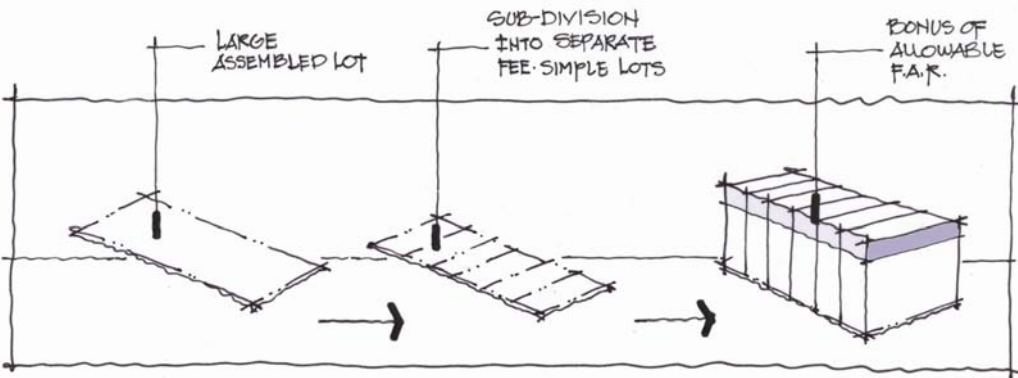
BONUS: + F.A.R.

# Encouraging Strong Design

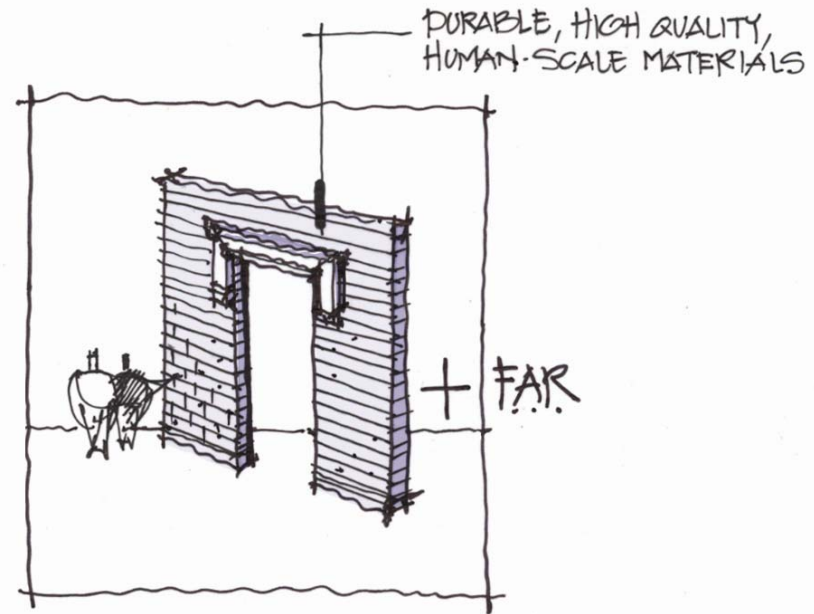
Development bonuses to  
encourage building  
enhancements



LEED CERTIFICATION



SUBDIVISION INTO SEPARATE LOTS



PREMIUM BUILDING MATERIALS

# Next Steps

## June-July-August

- Continue public outreach
- Revise recommendations
- Prepare implementation strategy
  - Time frame
  - Cost estimates
  - Potential funding
  - Responsible parties

## September/October

- Review by Staff/Steering Committee
- Review by City Council/MPC
- Final Public Input





# Public Input Opportunity

- Preliminary concepts and strategies available for public input
- [www.savannahga.com](http://www.savannahga.com)



## Office Development: Downtown Core with Peripheral Parking

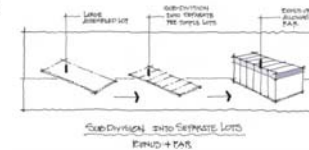
Land prices and lack of parking are two key reasons why office development is not occurring in downtown today. Would you support the following ideas to encourage new office development?

### Development Bonuses to Encourage Design Enhancements

Some communities use development bonuses to encourage design elements that would not otherwise be built due to their cost. Please indicate whether you agree or disagree with the following ideas to create development bonuses in portions of the downtown.

1. Permit design-based development bonuses to encourage the following design elements:

- 1A. Subdivision into separate lots to encourage finer-grained development



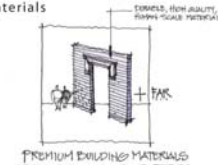
AGREE ☐

DISAGREE ☐

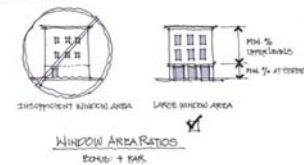
NOT SUPPORT

☐
☐
☐

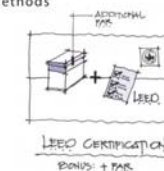
- 1B. The use of premium materials


☐
☐

- 1C. Increased window area ratios


☐
☐

- 1D. "Green" construction methods


☐
☐


A photograph of a park scene. In the foreground, a paved path leads towards a fountain. The path is flanked by trees and bushes. The fountain is in the middle ground, with water spraying upwards. In the background, more trees and a few people can be seen. The overall atmosphere is peaceful and green.

*“The way we build cities,  
the way we make places,  
can have a profound effect  
on what kinds of lives  
are lived within those  
spaces.”*

*— William H. Whyte*